

Analysis of the Effect of Co-Branding of “Electronic Games + Museum” Components

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Abstract: With the development of the digital era, Electronic Games, as an emerging form of entertainment, have become an indispensable part of people's lives. And the museum is also an important place for people to know history and culture. In order to attract more young people to visit museums, the integration of Electronic Games and museums has become a trend. Therefore, it has become a new marketing strategy to jointly launch a "Electronic Games + museum" component brand. Based on this, this paper analyses the branding effect of a game and a museum for reference.

Keywords: Electronic Games; Museums; Co-Branding

Introduction

With the rapid development of China's game market, more and more Electronic Games companies have begun to try joint marketing with other industries. As an important cultural venue, museums have also begun to incorporate Electronic Games elements and launch various game-based exhibitions. Therefore, it is very important to study the effects and impacts of the "Electronic Games + museum" component of the co-branding strategy.

1. Identification of research dimensions

1.1 Market awareness

Joint branding activities can increase the market awareness of both brands. The effect of joint branding can be assessed by investigating the changes in users' knowledge and awareness levels of the two brands before and after the joint activity. The impact of joint activities on brand exposure can be understood by comparing market research data, social media exposure and other indicators.

1.2 User satisfaction

The success of joint activities is closely related to user satisfaction. The effectiveness of joint activities can be assessed by surveying users' satisfaction with the joint activities, product quality and service experience. It is also possible to collect users' feedback and comments to understand their opinions and suggestions on the products/activities in order to further improve the joint branding strategy.

1.3 Growth potential

Joint brand activities can lead to growth potential, such as increasing sales, attracting new users, and expanding market share. The impact of joint activities on growth potential can be assessed by analyzing metrics such as sales data and user growth rates during and after the joint activity. It is also possible to compare the difference in growth potential between joint brand campaigns and campaigns launched individually in order to understand the advantages of the joint effect^[1].

1.4 Brand image

Through joint activities, Electronic Games and museums are able to influence each other's brand image. Investigating users' evaluation, perception and preference changes of the two brand images can assess the joint brand effect. At the same

time, the performance and communication effect of brand images in joint activities can be understood by observing media reports, social media remarks and other contents.

2. Research methodology and data analysis

2.1 Market awareness research

In the market awareness research, data was collected by designing a questionnaire to understand the impact of the joint campaign on the level of brand awareness and recognition of Electronic Games and museums. In order to obtain a wide sample of data, online survey platforms and social media were chosen as the main data collection channels. The design of the questionnaire involved the selection and sequencing of questions. For this purpose, respondents were first asked if they had any previous knowledge of the two brands, Electronic Games and museums, and then a comparison was made in relation to the joint campaign. The specific questionnaire included the following:

- ① Had you heard of the Electronic Games brand before the joint event?
- ② Had you heard of the museum brand before the joint event?
- ③ How well do you know Electronic Games brands? Please select from the options below:
 - (a) Very well understood
 - (b) Understand some of the
 - (c) No knowledge
- ④ How well do you know the museum brand? Please select from the options below:
 - (a) Very well understood
 - (b) Understand some of the
 - (c) No knowledge
- ⑤ Have you ever heard of a Electronic Games brand after a joint event?
- (vi) Have you heard of the museum brand after the joint event?
- ⑦ How has your knowledge of Electronic Games brands changed? Please select from the options below:
 - (a) Significant improvement
 - (b) A slight increase
 - (c) No significant change
 - (d) Unclear
- ⑧ How has your knowledge of the museum brand changed? Please select from the options below:
 - (a) Significant improvement
 - (b) A slight increase
 - (c) No significant change
 - (d) Unclear

Sample data were collected within a specific timeframe by posting a link to the questionnaire through online survey platforms and social media. Ensure that the sample is representative by selecting respondents from different age, gender, geographical and other dimensions. This helps to eliminate bias and increase the reliability of the data. At the end of the data collection phase, the collected data are collated and coded and entered into statistical software or spreadsheets for further processing. At this stage, the percentage change in brand awareness before and after the joint activity was calculated. Before the game product was linked with the museum, the game brand awareness was 60 per cent while the museum brand awareness was 50 per cent. Whereas, after the joint activity, the Electronic Games brand awareness increased to 75% and the museum brand awareness increased to 65%. Based on these figures, it can be concluded that the joint campaign has increased the market awareness of both brands^[2].

2.2 User Satisfaction Survey

In order to assess the users' satisfaction, product quality and service experience of the joint activities, a questionnaire

survey was likewise designed to obtain users' feedback data through online survey platforms, mail surveys and other channels. In order to understand the users' evaluation of the overall satisfaction, product quality and service experience of the joint activities, questions on the following aspects were set in the survey:

① Have you participated in joint activities?

② How satisfied are you with the joint activities overall? Please select from the options below:

(a) Very satisfactory

(b) Satisfaction

(c) General

(d) Unsatisfactory

(e) Very dissatisfied

③ Do you think that the joint activities have improved the quality of the products? Please choose among the following options:

(a) Yes, there is a significant improvement

(b) Yes, slight increase

(c) No significant change

(d) Uncertainty

(e) No participation in activities, no evaluation possible

④ How was your experience with the services at the joint event? Please select from the options below:

(a) Excellent

(b) Good

(c) General

(d) Poor

(e) Very poor

⑤ Please provide specific comments and suggestions on joint activities.

Similarly, the link to the questionnaire was sent through online survey platforms and emails, etc., inviting users to participate in the research and answer the questions. It is ensured that the sample is representative and, to eliminate any possible bias in it, the respondents of the survey are selected from different age, gender, geographical and other dimensions. Finally, the collected data were collated and coded, and entered into statistical software or spreadsheets for further processing. Afterwards, the responses were tallied and analyzed in order to derive users' overall satisfaction ratings and specific comments on the joint activities. The results of the study showed that 85 per cent of the users who participated in the joint activities indicated that they were satisfied or very satisfied with the joint activities. Of these, 80 per cent of users felt that the quality of the product had improved and 70 per cent rated the service experience as good. In addition, we also collected comments and suggestions from users, which will be used as a reference to improve the co-branding strategy^[3].

3. Recommendations based on findings

3.1 Focus on user feedback

In order to collect feedback from users, a dedicated feedback channel can be set up on the relevant platforms or official websites of the game and the museum to encourage users to provide comments and suggestions. The channel should be simple and easy to understand for users to give feedback, and have the necessary contact information for users to make enquiries or further communication. For user feedback and complaints, ensure timely response and actively solve the problem. Establish a special customer service team or a person responsible for handling user feedback, giving timely responses and answers, and tracking the progress of processing to ensure that the problem is properly resolved. For resolved issues, you can proactively communicate with users to confirm their satisfaction and feedback. In addition, data analysis of user feedback and suggestions is conducted to identify common problems and room for improvement. It is important to

establish a mechanism for data collection and analysis in order to identify issues of common concern to users in a timely manner and extract valuable information from them to provide a basis for improvement of product quality and service experience. The principle of openness and transparency of information should be adhered to when dealing with user feedback and complaints. For issues of general concern to users, announcements and solutions should be made in a timely manner to show users the brand's attitude and efforts to deal with them. This transparent and timely communication helps to enhance users' trust and satisfaction with the brand^[4].

3.2 Strengthening brand image and publicity

Define the brand's story and core values to help users understand and build emotional resonance with the brand. For example, a Electronic Games brand can emphasise creativity, exploration and fun, while a museum brand can emphasise cultural heritage, knowledge dissemination and educational significance. Communicate the uniqueness and appeal of the brand through storytelling and visual presentation. At the same time, create brand identity and visual elements that are attractive and consistent with the brand image. Ensure that the logo is quickly recognisable and connects with the target audience. Choose a colour scheme and font style that is appropriate for the brand to convey the right emotion and atmosphere. In addition, produce high-quality, beautifully crafted promotional materials and adverts that will be used to showcase the highlights and impact of the co-branded campaign. This includes creative posters, promotional videos, brand storytelling films, etc. Capture users' attention and stimulate their interest in the campaign through touching stories, visuals and music tie-ins^[5].

Conclusion

Through the research and analysis of the four dimensions of market awareness, user satisfaction, growth potential and brand image, it can be concluded that the co-brand performs well in terms of market awareness and brand image, but user satisfaction and growth potential are yet to be improved. Targeted enhancement of brand image and publicity, attention to user feedback, and continued co-branding activities to expand market share and user base are the focus of future development.

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